CLAIMS

I claim:

1.   A combination retail display card and display easel for displaying a graphic image and adapted for use with a retail display rack having a support arm, the combination retail display card and display easel comprising:

a frame body having:

a front face and a rear face;

an upper end and a lower end;

a first side and a second side;

a pre-scored cutout proximate the upper end, sized and shaped to fit the display rack support arm and support the frame body in a retail display configuration;

a first member connected to a remainder of the frame body and having:

a first position wherein the first member is substantially planar with the remainder of the frame body; and

an second position wherein the first member may be positioned away from the remainder of the frame body such that the first member is positioned to rest on a supporting surface to support the frame body in a display easel configuration;

a second member connected to the remainder of the frame body and having:

a first position wherein the second member is substantially planar with the remainder of the frame body; and

an second position wherein the second member may be positioned away from the remainder of the frame body and engages the first member such that the second member retains the first member in the first member second position, and

a graphic image card having the graphic image disposed thereon, wherein the graphic image card is affixed to the front face of the frame body.

2.   The combination display card and display easel of claim 1, wherein the graphic image is produced by a lenticular printing process.

3.   The combination retail display card and display easel of claim 2 wherein the frame body is formed from a single sheet of material.

4.   The combination retail display card and display easel of claim 3 wherein the material is cardboard.

5.   The combination retail display card and display easel of claim 2 further comprising a detachable display mount portion proximate the upper end and connected to a remainder of the frame body at a score line.